



Advocacy Tool Kit

Vol. II

*Effortless but Effective Advocacy:
Strategies in 60 Minutes or Less*



In This Volume

During times of high unemployment and increasing cuts to our public safety nets, we've seen the lines at the doors of emergency food providers grow longer and longer. It can be hard to find time to take a break when faced with a steady stream of clients. Who is able to think about systemic advocacy when it's already a struggle to find enough time in the day to simply operate your program?

In this second volume of our Advocacy Toolkit series, we want to share how fast and easy it can be to take an important step in advocating for programs and services to help our customers. If you've got five minutes, then you have time to tell your elected officials how their decisions are impacting your program as well as your clients. This volume is all about education and communication strategies, including tips on formatting and structuring your communication efforts. Practice them a few times and you will soon find that the verbiage is second nature, and soon, you may find yourself easily writing a letter to the editor in 15 minutes or less!

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Strapped For Time?

LOOK AT WHAT YOU CAN DO TO ADVOCATE FOR HUNGER IN LESS THAN AN HOUR.

- **in 15 seconds...** Tweet, blog or forward an action alert to your network.
- **in 30 seconds...** enlighten a friend with your knowledge of hunger. Have this conversation on the bus or in a crowded room and you'll have educated everyone who eavesdrops on your conversation!
- **in ONE minute...** make a list of three action steps you can take in the future for advocacy.
- **in THREE minutes...** call your state legislators at 1.800.562.6000, identify yourself, describe the issue or bill, state your stance and impact of the bill, and say thank you. Your one call will generate three messages, one for each of your state legislators!
- **in FIVE minutes...** type an e-mail to your elected official sharing an in depth explanation of your stance on a certain issue or bill.
- **in TEN minutes...** educate yourself on hunger issues by reading the latest advocacy updates from Northwest Harvest and other anti-hunger coalitions of which you are a member.
- **in 30 minutes...** talk with youth about the impact of hunger in Washington and answer any questions they may have
- **in 45 minutes...** write an op-ed piece to go in your local newspaper.
- **in an HOUR...** give a 'brownbag' presentation to your Board, staff, volunteers and customers about a government nutrition program and what they can do to help advocate for its protection.

Contacting Elected Officials

Many people get intimidated by the idea of talking about policy with their representatives or their staff. Contacting your representative by phone, letter, or email is your opportunity to state your opinion and educate them on an issue. There usually isn't time for back and forth conversation, and on the rare occasions when your legislator may have additional questions for you, answer any questions with what you know from your work and your experiences; if you don't know the answer, tell them you'll find out then follow-up when you have the answer. As someone who directly helps low-income people, you provide expertise which most elected officials lack: the knowledge and experience of how their decisions impact low-income people and what needs to be done to improve our laws in order to help our clients.

Start here:

- **Do some research**
Check out your representative's website first to see if you can gather how they prefer to be contacted. If you don't have internet access, you can make a phone call or write a letter no matter if the elected official prefers to be contacted by email.
- **Get to work**
Make your letter, message or visit stand out. Provide personal stories from your work. When preparing, you can frequently find talking points and basic statistics to cite from Northwest Harvest Advocacy Updates or other coalition materials, but what really draws the attention of legislators and their staff are the personal stories that you can provide to illustrate a point.
- **Get others involved**
Ask others in your network of staff, volunteers, clients, friends, and family to join you in contacting their representatives on the issue at stake.



Advocacy Cut-Outs

HAND THESE CUT-OUTS TO YOUR VOLUNTEERS, CLIENTS, FAMILY, FRIENDS AND CO-WORKERS TO MAKE IT EASY FOR THEM TO CONTACT THEIR LEGISLATORS!

Call Your Elected Officials

**State: 1-800-562-6000
Federal: 202-224-3121**

Tell them:

**Your name and where you live.
Describe the issue or bill.
Illustrate with a personal story.
Thank them for their time.**

Call Your Elected Officials

**State: 1-800-562-6000
Federal: 202-224-3121**

Tell them:

**Your name and where you live.
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**Your name and where you live.
Describe the issue or bill.
Illustrate with a personal story.
Thank them for their time.**

How to Write Your Elected Official

Don't hesitate to write your elected official if you have something that you think should be called to their attention. Elected officials are usually quite sensitive to grass roots opinions. They keep in close touch with voters in their district. Letters from constituents, which arrive every day at their home or in Olympia, are one of the best indications of what those constituents are thinking about. Thoughtful, sincere letters on issues that directly affect the writer get the most attention. Such letters are often quoted in committee hearings or in debate.

The Fundamentals:

DO address your state elected official properly. (See our list of salutations for addressing your letter included in this volume.)

DO be brief and to the point; discuss only one issue in each letter; identify a bill by number and title if possible.

DO make sure that you choose the right official to help you with your issue. Write to state legislators about state laws or state-run programs. They cannot address concerns about federal or municipal issues.

DO be sure to include your address and sign your name legibly. If you have any family, business or political connection in regard to the issue, explain it. It may serve as identification when your point of view is considered.

DO write when your elected official does something of which you approve. Elected officials hear mostly from constituents who are against something, so a note of appreciation will make your elected official remember you favorably next time you write.

DO send material about your program, such as brochures, flyers, or any other marketing materials you have that are used to market your program.

DON'T sign and send a form letter unless you've added a personalized note somewhere on the letter.

DON'T begin on the righteous note of "as a citizen and taxpayer." This inevitably, sometimes unknowingly, puts them on the defensive and they may not read the rest of your statement with an open mind.

DON'T apologize for writing and taking their time. If your letter is short and expresses your opinion, they are glad to give you the time, and it is their job to listen to their constituents.

DON'T be rude or threaten to work on defeating the elected official in the next election. Instead, use constructive arguments that might change the official's mind on an issue. It's much more persuasive and will get you much farther in the end.

REMEMBER – It is the straightforward letter carrying the appeal of earnestness that commands the interest and respect of elected officials. It is especially helpful if you can state how the bill would affect you and your community. Elected officials must decide how to vote on hundreds of bills at each session, and they need and want your help in telling them how these bills would affect their district.

How to Address Letters to Elected Officials

State Senator

The Honorable John/Jane Doe
State Senator

Olympia or District Office mailing address: Find by visiting your State Senator's website at:

<http://apps.leg.wa.gov/rosters/Members.aspx?Chamber=S>

State Representative

The Honorable John/Jane Doe
State Representative

Olympia or District Office mailing address: Find by visiting your State Senator's website at:

<http://apps.leg.wa.gov/rosters/Members.aspx?Chamber=S>

Governor

The Honorable John/Jane Doe
Office of the Governor
PO Box 40002
Olympia , WA 98504-002

United States Senator

The Honorable John/Jane Doe
United States Senator

Washington DC or District Office mailing address: Find by visiting your Senator's website at:

http://www.senate.gov/general/contact_information/senators_cfm.cfm

Member of Congress

The Honorable John/Jane Doe
Member of Congress

Washington DC or District Office mailing address: Find by visiting your representatives website at:

<http://www.house.gov/representatives/>

A Note About Using Email to Write Elected Officials

E-mail can be an easy and effective tool for communicating with elected officials. The tips above for letters also generally apply to sending e-mails. In addition, e-mails should:

- **Avoid using informal language**
An email to an elected official should be treated as seriously as a traditional (snail mail) letter. Resist the temptation to use the informal language and symbols often associated with e-mail communications. Never use impolite language or make “demands.”
- **Include your full address and zip code**
Make sure the text of your e-mail includes your full name and street address, including zip code. Many legislative offices at the federal level screen e-mails for address information identifying the sender as a constituent.

EMAIL ADDRESSES FOR STATE LEGISLATORS:

- Representatives: <https://dlr.leg.wa.gov/MemberEmail/Default.aspx?Chamber=H>
- Senators: <https://dlr.leg.wa.gov/MemberEmail/Default.aspx?Chamber=S>

Template: Letter to Elected Official

Use personal or business stationary so that your address is included.

[Date]

The Honorable [Title and Name of Elected Official]
Mailing Address

Dear [Title and Last Name]:

First paragraph:

- State the bill number or describe the issue.
- Describe your authority on the issue—job, personal knowledge, relationship with person affected.

Second paragraph:

- Provide a statistic or two to describe the problem.
- Illustrate your point with a few brief sentences describing your experiences or a story from your work.

Third paragraph:

- Offer an alternative idea that will improve the legislation or will better help with the problem.
- In a sentence, connect how that alternative idea relates to your point of view.

Fourth paragraph:

- Restate what you are asking the elected official to do (i.e. support or vote against the legislation).
- Request a response.
- Politely thank the official for their attention or commitment to the issue.

Sincerely,

[Your name]

[Your title and organization or your address if writing as a constituent]

Remember: If the elected official votes in accordance with your ask, send a thank you letter!

Print Media

Advocacy in the Media

The media is a necessary part of any systemic advocacy effort. The media is your best tool for educating the general public about your issue. When you convince others about how this issue affects their communities and themselves, then this motivates others to action. Your stories and your arguments convince others to pick up the phone or send a letter or an email to elected officials, urging them to vote in accordance with your position.

Provoke interest in your issue by sending a guest op-ed column or a letter to the editor of your local paper. Both methods are written in response to the newspaper's coverage of an issue, event, or piece of legislation. They give you the opportunity to present your expertise on the issue, point out an alternative position than that which was provided by the paper, and offer sound alternatives to resolve the problem. And since both options are pretty short (usually 500 words or less for a guest op-ed; or 150-200 words for a letter to the editor) they can be written in less than an hour but can have a sweeping effect on all who read the item when published, including elected officials who use local papers and opinion pages to take the temperature of how their voters feel about an issue.



For a list of local print media contacts and word limits, visit <http://www.northwestharvest.org/advocacy-toolkit>.

Guest Op-Ed Piece

An **op-ed**, abbreviated from **opposite the editorial page**, is a newspaper article which expresses the opinions of a named writer who is usually unaffiliated with the newspaper's editorial board. These are different from editorials, which are usually unsigned and written by editorial board members.

Tips for developing and placing an op-ed

These simple tips can help you shape and successfully place an op-ed:

- Refer to recent events in the news cycle that can help draw interest to your policy objective or long-term goals.
- Focus your points on one key message and use data to support your key points.
- Connect the issue with the impact on the customers you serve and on the community.
- Be concise and clear in your writing.
- Try to avoid wording or acronyms that only experts in your field will understand.
- Check with the publication guidelines before submitting an op-ed. Filing a piece with the appropriate length will increase your chances for publication.
- Submit the op-ed to only one or at most two publications instead of mass mailing it to many different papers. Think strategically about which paper you want to have a first look at your piece such as how wide is its circulation, who are the elected officials who represent the district in which the paper is published, or the personal relationship you have with the editorial board.
- To increase the chance of publication of your piece, try shortening it to 200 words or less and submit shorter versions to other local papers as a letter to the editor.

Template: Guest Op-Ed

First paragraph:

- Introduce your topic by referencing an event or an issue that has received recent media coverage.
- State the impact of the issue on the community. Try to articulate this in a way that makes the reader feel like they have a direct stake in how the issue will be resolved.
- If appropriate, briefly state your authority on the issue, e.g., describe your organization and its purpose.

Second paragraph:

- In one sentence, explain the legislation or issue that you are addressing.
- Offer at least a couple of statistics which help make your point.
- Bring those statistics close to home by putting a face on the issue. Talk about ratios of people (e.g., 1 in 4 children) instead of percentages (e.g., 25% of all children); compare large numbers to a local town's population or the seating capacity of a local monument.

Third paragraph:

- Describe the human impact of the issue perhaps with a story about a client (with their permission) or from your own personal experience.
- Provide more statistics if they help to prove your point about the human impact.

Fourth paragraph:

- Offer your alternative solution to the issue or the action that should be taken.
- Explain why this alternative is better for public policy.

Fifth paragraph:

- If it wasn't stated in your first paragraph, describe your connection/authority on the issue with a brief sentence or two about your organization and what it does.
- Close with a statement that reiterates your proposed action and the improvement it would make for the community.

Sample Guest Op-Ed

Since 1967, Northwest Harvest has been fighting hunger in Washington state. We are proud to provide over 25 million pounds of food each year to more than 325 partner program food banks, meal programs and high-need schools across the state thanks to the help and contributions of volunteers, donors, the business community, and private foundations. We firmly believe, however, that eliminating hunger requires a public-private partnership. Nonprofit programs can only supplement, not replace, public food assistance programs.

We urge our Legislature to come together and pass a budget that protects families from hunger by protecting our state's nutrition assistance programs.

Sadly, the Senate on March 2 dealt a serious blow to low-income, food insecure families. The budget that the Senate passed by a one-vote majority eliminates the State Food Assistance Program, Washington's food stamp program for legal, documented immigrants who are otherwise ineligible for federal food stamps.

Eliminating this program will directly hurt 31,000 individuals, including 12,500 children. These are victims of sexual assault, domestic violence, and human trafficking. They are families who have permission to live, work and receive medical treatment here. As people who have lived in Washington for five years or less, they are our new neighbors who are doing everything they can to contribute to our communities. Like many of us, they have suffered setbacks as our economy struggles to make a comeback.

Even if the State Food Assistance Program manages to survive in the House budget, these families will receive less than \$2 per person per day in benefits. But eliminating the program altogether will hurt tens of thousands more people who do not receive benefits, but do rely on emergency food programs. Eliminating the program means even more families will have no choice but to come to the doors of overburdened and increasingly fragile food banks and meal programs.

Will the doors be open?

Northwest Harvest's network of partner programs is already serving 40 percent more clients than before the recession in 2008. The need keeps rising, yet many nonprofit programs are seeing dwindling supplies of donated food. Some programs have had to close due to a lack of food.

Those of us in nonprofit organizations working on the frontlines of this critical partnership can do a lot, but we can't do it all and we can't do it alone.

We are grateful to Senate Majority Leader Lisa Brown, Senate Ways and Means Chair Ed Murray, and others who tried to restore funding to State Food Assistance Program. We are dismayed that 25 senators voted against funding the program—their votes push families already in need further into jeopardy.

Please join us in urging our Legislature to reject the senate's budget and to instead protect families from hunger by protecting the State Food Assistance Program and all of our state's nutrition assistance programs.

Shelley Rotondo,
Executive Director, Northwest Harvest

Letter to the Editor

A letter to the editor is a letter sent to a publication about issues of concern from its readers. Usually, letters are intended for publication.

Developing letters to the editor Many people, elected officials included, read the opinion section of their local newspaper. They are an excellent way to get media coverage, they are usually easy to write, and have a good chance of being printed. They are different than Op-Ed pieces because they are more personal; you are sharing your own voice. In fact, a letter published in a small, local paper may be more effective than a guest op-ed column in a bigger paper because elected officials will see this as a reflection of the opinions of constituents at their most local level.

Tips for writing a letter to the editor

- First, read the newspaper you want to submit it to. Look for other articles, letters, ads, or opinion pieces that you might be able to respond to in your letter.
- Make sure you are responding to something previously printed. Cite that piece at the beginning without summarizing it and go on to make your points.
- Be brief and choose your message. Your letter shouldn't be more than 200-250 words so try to focus on one or two specific points.
- Be specific. Use local data to convey your message. If you want a specific person like a local elected official to hear your message, name them in your letter. This will make it much more likely that they will read your letter.
- Tell a story about why this topic matters. You are an expert in your own story and that will make a stronger case to other readers. This may possibly be the most important tip—due to the fact you are on the front lines of this work.
- The best letters are written in your own voice, because you can add references to local experience and take advantage of coverage you see every day.
- Make the letter to the editor your own when using a template by tailoring it with personal observations and altering the message if necessary in a way that you know will be more convincing in your community.



Template: Letter to the Editor

First paragraph:

- Cite the article or event to which you are responding.
- In one sentence, state your opinion—whether you agree or disagree with the article or event.

Second paragraph:

- Provide a statistic which clearly supports your position.
- In no more than 2-3 sentences, illustrate your point with a story based on your observations at work or your personal experiences.

Third paragraph:

- Close with a suggestion of how the issue should be resolved.
- Sign with your name and title, if writing in your professional capacity. Include your organization name and the city where located.

A letter to the editor should not exceed 250 words, and may be less according to the publication requirements of the newspaper.

Sample Letter to the Editor

We urge our Legislature to protect families from hunger by protecting nutrition assistance programs.

Sadly, the Senate on March 2 dealt a serious blow to low-income families by eliminating the State Food Assistance Program, Washington's food stamp program for legal, documented immigrants who are ineligible for federal food stamps.

This will directly hurt 31,000 individuals, including 12,500 children. It will also hurt tens of thousands more people who don't receive benefits, but do rely on food programs.

Will the doors be open?

Northwest Harvest's partner programs are already serving 40 percent more people than before the recession. The need keeps rising, yet many nonprofit programs are seeing dwindling food donations. Some agencies have closed due to a lack of food.

Nonprofits can do a lot, but we can't do it all and we can't do it alone.

Please join us in urging our Legislature to protect families from hunger by protecting the State Food Assistance Program.

Shelley Rotondo,
Executive Director, Northwest Harvest

Education

Perhaps the fastest, easiest, and most readily available advocacy tool is the power of sharing your knowledge with others.

You may not realize it but you probably provide this important advocacy step of educating others every day. We educate others about hunger each time we do any of the following:

- Share a story about a client.
- Tell a statistic about the use of the emergency food provider network or use of food stamps.
- Post a link to an article about hunger on Facebook, Twitter, your blog, or other social media.
- Provide context for volunteers, donors, or staff about the importance of their contributions to your program.
- Talk with a friend or family member about your work when out in public—speak loudly enough and you’ve educated everyone who can overhear you!

Educating others about hunger is important because it helps break down myths and stereotypes about the customers who rely on food banks and government assistance to help feed their families. It also brings awareness and makes other people care about the issue. The more people who care about hunger in their communities, then the more action is generated to help end hunger. It may be voices telling elected officials to support our safety net, or more contributions in support of your program.

In the next section, you’ll find ideas on how to get the most benefit out of talking about hunger, whether in person or using social media. This way, you can broadcast information about the issue to others, helping to consolidate support for your program and the people we serve, in as little time as possible.



The 60 Second Speech

The single best way to advocate is to speak to someone. Speaking about hunger does not take a lot of preparation. Once you have speaking points, you can speak about hunger anywhere, including at home with family, on the bus ride to work, while having lunch with friends, on the phone with loved ones, in a round table discussion, while having dinner even just walking down the street! The possibilities are endless.

To best prepare for speaking about hunger, it helps if you prepare a “60-Second Speech” to be ready for any occasion when you might have the opportunity to talk to an elected official, a decision-maker, friends, family, or even while waiting in line at the grocery.

Speech for Elected Officials

Hi, I’m *(your name)*, and I live in the __ District.

I’m the *(your job title)* for *(your program’s name)*. We’re located in the ____ District and we serve about *(number of families served)* every week.

I’m very concerned about *(the program, budget or issue for which you are advocating- e.g., adequate funding for nutrition assistance programs)*.

Please vote for *(your “ask”—what you would like them to do)*.

I’d be glad to answer any questions you may have. Here’s some information about our program and please let me know if you ever want to visit. *(Leave behind a basic fact sheet about the issue and a brochure or newsletter about your program. Be sure to leave your contact information too.)*

Speech for Donors or General Public

Hi, I’m *(your name)*

I’m the *(your job title)* for *(your program’s name)*. We’re located in *(name of city or street if you’re talking to locals)* and we serve about *(number of families served)* every week.

I’d like to tell you about *(give a pseudonym and briefly, in no more than 2-3 sentences, tell a story about a client that you helped or maybe your own situation.)*

OR

In these tough times when we are serving more people than ever, we have to make every effort count. (Describe an initiative at your program that works, such as a canning project, cooking demonstrations, summer meals, etc.)

Your tax dollars which help pay for programs that support our work are helping our community: by feeding families, we help keep people healthy, ready for work, and able to concentrate in school.

Our system works because of a public-private partnership—hunger is on the rise in Washington, nearly doubled since the start of the recession. Without public support, we would be overwhelmed and can’t do it alone.

Adapted from document created by Nancy Amidei for the Civic Engagement Project.

Social Media

Social media is an important avenue for getting the word out about your program. Social media can expose your community to volunteer opportunities, donation needs, share information about your program, educate about food assistance and other public policy issues, and help spread the word about advocacy actions that they can take to help support your program and your policy agenda.

Kinds of Social Media, Tips, and Suggestions

1) Electronic Communications: For individual advocates, it is easy to subscribe to online newsletters, action alerts, and e- blasts from different organizations. You can have easy access to the world of food security by just subscribing to newsletter and updates lists.

Tips and Suggestions

- Set up lists for electronic communications (electronic newsletter, forwarding advocacy alerts, etc.) from your organization, when communicating with volunteers, donors or others who support your program.

2) Facebook is one of the most popular media platforms available. Facebook allows you to create a profile detailing information about your organization. It allows you to post pictures, write notes, and share stories.

Tips and Suggestions

- Be sure to set up your program's Facebook page as a business instead of as a person. Business pages allow Facebook users to "like" your page and has added functions, including the ability to let the public know when you are open for business. Use this page to share updates about your program, volunteer opportunities, hunger related events, and advocacy alerts. It is easy to just post a status update, but whenever possible, include a photo which is more engaging to your followers.
- When possible, try to post a link to a website that has an article or story you want to share, even if it's a link to a write-up of a success or a client story from your agency's website or blog. Links will automatically pull up a thumbnail of a picture accompanying the story or the logo for the website, once that thumbnail shows up you can delete the typed out link. This visual helps draw people's attention.
- For really important messages for which you want a lot of attention, post the information as a status without a link to a picture or article. Facebook controls don't filter statuses as much, ensuring a broader audience will see your call to action.
- When it comes to providing information about an event or about an important policy issue, try asking your audience to "like" or "share" the update to show their support and to help spread the word.
- Be consistent when using social media. Posting daily will help increase awareness and the more active you are, the more likely your post will be seen. Posting updates around mid-day is usually a time of high traffic on Facebook which may help increase the chances that your update will reach a wide audience.

Social Media (cont.)

3) Twitter allows you to post updates or “tweets,” but they must be in 140 characters or less. Because tweets appear in real time, this is a good, free platform to use to provide up to the minute information on an event as it is happening. Twitter is also a great way to quickly spread your message as your followers can “retweet” or share your message with their networks of followers. And did you know that all tweets are saved and catalogued in the National Library of Congress? So think carefully about what you say in your tweets for prosperity’s sake!

Tips and Suggestions

- Depending on how many people your readers are following on Twitter, your tweets may get lost among a long list of tweets from others. To ensure that your message gets out there, repeat your tweet or a variation on the message at different times of the day.
- When tweeting a link to a website or online article, use a program like tinyurl.com. This shortens the hyperlink to 24 characters or less, giving you more characters to write your short description of the link you are sharing.
- Try coming up with a hash tag to include in your message, for example: *#saveSNAP*. Hash tags do several things—it can be a short, clever version of your message that will stick in the minds of your followers, but more importantly, it marks your tweet so that others outside of your network will see it when searching twitter for more information on your subject and by running a search yourself, you can see the tweets of others who are using hash tag or retweeting your messages.
- By following public figures and partner figures of other coalitions, you can not only stay informed on the issues of importance to you but you can quickly and easily share their messages with your network by just hitting the retweet button on the page.
- If possible, try to keep your tweets to 120 characters or less so that if others share your tweet, they can add their own introduction message.

4) YouTube allows you to post videos which can be particularly effective when the best way to tell a story is directly, in your own or in the words of your clients.

Tips and Suggestions

- Making a video is easy these days thanks to ‘smart’ phones. You can record video and upload it to without even needing a computer.
- Consider using videos when having to explain a policy issue and its impact to your network—let’s face it, budget talk is boring, but a video, having someone tell you the information may make people more willing to watch it instead of having to read it to get the information.
- Use video to make a short, **3 minutes or less**, virtual tour of your program then go online to send a link to your video to your elected officials with an invitation to come visit your program in person.

Social Media (cont.)

5) Blogging is online journaling. Blogs do not have to be as short and sweet as Twitter or Facebook. This is a platform which allows you to speak up about your beliefs as a program in greater detail. Blogs are an appealing way to share information because of the casual, personalized and conversational tone of your writing.

Tips and Suggestions

- Online platforms make it easy to create a professional looking blog. If you've ever used a word processing program, you can use one of these platforms. You just type the information and use their tools for adding pictures, captions, and video, or make links in your text to other websites.

Social Media Tips:

- Before creating social media sites for your organization, make sure you have a goal or purpose for the site. Don't create a Facebook Page because everyone else is using it, make sure it is part of your organization's marketing and communications strategy.
- If you create social media sites, make sure you use them. Pages that have not been updated in weeks will turn people away from your organization.
- If you realize you are not able to update a platform, deactivate it so the public can't see it.
- Do NOT delete comments from friends/followers. Have a plan in place for responding to negative feedback for everyone to see so you maintain open communication and don't ever appear to be hiding from public opinion. If you are not comfortable with this, you probably shouldn't use social media.



In this second volume of our three volume series on advocacy, we hope you found helpful tips and information to take your advocacy efforts even further than you had imagined you'd ever be comfortable with. Look forward to our Toolkit Volume 3, where you will be given even more information and guidance on building strong and effective relationships with your elected officials, which will inevitably lead you to being a very comfortable, persuasive, prepared advocate for the issues you believe are important!

For more information, contact:

Northwest Harvest
800.722.6924
info@northwestharvest.org

PO Box 12272 Seattle 98102
22220 W Valley Hwy Kent 98032
3808 N Sullivan Rd #15-K Spokane 99216
911 S 3rd St Yakima 98901
800.722.6924

Discover more at
northwestharvest.org



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